What is claimed is:

1. A method for optimizing a hierarchical organization of a network site, comprising:

analyzing user access patterns to automatically locate weak spots in the hierarchical organization, where user's expected locations do not coincide with actual locations.

2. The method according to claim 1, further including determining available corrective measures to compensate for the weak spots; and

assessing the corrective measures.

3. The method according to claim 2, further including in response to the assessing step, selectively implementing the corrective measures.

4. The method according to claim 2, further including in response to the assessing step, presenting the corrective measures to an administrator for review.

5. The method according to claim 3, wherein the analyzing step includes determining backtracks to identify the expected locations.

6. The method according to claim 3, for optimizing the hierarchical organization of a Web site, wherein the analyzing step includes determining backtracks to identify the expected Web pages.

7. The method according to claim 6, wherein the analyzing step further includes inferring backtracks if at least some Web pages have been cached.

8. The method according to claim 7, wherein the determining step includes adding at least one link from an expected location to a target page.

9. The method according to claim 8, wherein the assessing step includes evaluating a frequency with which visitors expect to find a web page at an expected location.

10. The method according to claim 9, wherein the assessing step includes evaluating a benefit of adding a link between the expected location and the target page.

11. The method according to claim 10, wherein the implementing step includes proposing that a new link be added between the expected location and the target page.

12. The method according to claim 9, wherein the implementing step includes automatically adding a link between the expected location and the target page.

13. The method according to claim 9, wherein the analyzing step includes:

importing a plurality of updated weblogs for a Web page; and

analyzing the hierarchical organization in light of the weblogs.

14. A computer program product for optimizing a hierarchical organization of a network site, comprising:

an analysis module for analyzing user access patterns to automatically locate weak spots in the hierarchical organization, where user's expected locations do not coincide with actual locations.

15. The computer program product according to claim 14, further including:

a correction module for determining available corrective measures to compensate for the weak spots; and

an assessment module for assessing the corrective measures.

16. The computer program product according to claim 15, wherein in response to an assessment of the corrective measures, the assessment module selectively implements available corrective measures.

17. The computer program product according to claim 15, further including an assessment module for assessing the corrective measures; and

in response to an assessment of the corrective measures, the assessment module presents the corrective measures to an administrator for review.

18. The computer program product according to claim 15, wherein the analysis module determines backtracks to identify the expected locations.

19. The computer program product according to claim 18, for optimizing the hierarchical organization of a Web site, wherein the analysis module determines backtracks to identify the expected Web pages.

20. The computer program product according to claim 19, wherein the analysis module further infers backtracks if at least some Web pages have been cached.

21. The computer program product according to claim 20, wherein the correction module adds at least one link from an expected location to a target page.

22. The computer program product according to claim 21, wherein the assessment module evaluates a frequency with which visitors expect to find a web page at an expected location.

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23. The computer program product according to claim 22, wherein the assessment module evaluates a benefit of adding a link between the expected location and the target page.

24. The computer program product according to claim 23, wherein the assessment module proposes that a new link be added between the expected location and the target page.

25. The computer program product according to claim 23, wherein the assessment module automatically adds a link between the expected location and the target page.

26. The computer program product according to claim 23, wherein the analysis module imports a plurality of updated weblogs for a Web page, and analyzes the hierarchical organization in light of the weblogs.